

HEAD • HEART • HANDS • HEALTH



Contacts

AUGUST 1955



To You . . . Thanks and Congratulations!

Throughout the months of planning and work that went into preparing our Golden Jubilee Sale, you must have realized we hoped to climax our fifty years in Winnipeg with the greatest sale in our history.

Now that the great event has come and gone you will be happy to know it exceeded even our most optimistic plans.

In a very great measure this was due to the cheerful and untiring efforts of our entire Eaton staff.

I take this opportunity to thank every one of you for your splendid co-operation on these two big days, and to congratulate you on the results achieved.

A handwritten signature in cursive script, reading "A. P. Lucker".

General Manager.

OUR COVER . . . This month we pay tribute to Young Canada—the Young Canadians who belong to the 4H Clubs (see our article on Pages 4 and 5). Shown on our cover are, left: Mr. A. J. Day, of the Mail Order, flanked by Gold Watch Winners Sally Bloch, of Grunthal Sewing Club, and Ken Church, Niverville Grain Club. Other picture: Mr. A. W. P. Harrison, of the Mail Order, flanked by Miss Margaret Gordon (left) and Miss Penny Treasure, Kenville Food Club, Manitoba Provincial Champions this year; both being Gold Watch winners at Swan River rally. Bottom group is the Vita Clothing Club, parade winners for dress design and general parade excellence at the Morris rally.



40-¹/₂ Eatonians



Above—Miss "Bertie" Carruthers and Mr. E. G. Rogers, Mail Order Eatonians who celebrated 40 years with Eaton's recently.

MISS M. ALBERTA (Bertie) CARRUTHERS

Most of Miss Carruthers' extensive service with the Company has been in the department and office where she now is—the M.O. Boys' Clothing. Her birthplace was Toronto but as her service here indicates, she is a westerner since her early days. However, the east has enough appeal so that "Bertie" plans a visit there this summer on her vacation—may she greatly enjoy it!

On the evening of June 23, a department

party was held for Miss Carruthers at the home of Mr. and Mrs. A. S. Parker, when she was given a corsage and a beautiful handbag. On the morning of her anniversary, June 28, Mr. Parker made the presentation of the department's gifts — a torchere and reading lamp. Numerous personal gifts were also added during the day as friends and well-wishers came to bring their congratulations to Bertie on this great occasion.

EDWARD GEORGE ROGERS

To the manager of the M.O. Operating and Service, Mr. Ed Rogers, the date of July 5 this year brought his 40th anniversary with the Company. That morning in the Managers' Lounge, Mr. Ross Screaton was chairman of a meeting of Winnipeg executives and managers at which also Mr. N. Sands, M.O. Director from Toronto, was present.

Messages were read by Mr. R. M. Pinfold from Eaton centres all across Canada—Mail Order, Stores, Buying Offices—all testifying high regard for the guest of honour. Mr. A. R. Tucker was then called upon to make the presentation of a handsome double-pedestal desk—executed in mahogany and with leather top hand-tooled in gold leaf. Mr. Rogers, said Mr. Tucker, had over many years made a record of seeing a big job well done.

In reply, Mr. Rogers said it was perhaps unusual for a man, in retailing, to serve 40 years and yet have nothing directly to do with either merchandise or customers—as had been his lot in the many years of servicing receipt and dispatch of orders.

He went on to say how hard it was to "mechanize" the operations of handling or-

ders, but felt the times call for real progress in solving that problem. The lovely desk, he said, was something he would deeply appreciate and thankfully use in his home.

In his own office that day, as reported in department notes, Mr. Rogers was also feted and presented with gifts to mark the occasion.

Then on the evening of Friday, July 8, a Mail Order Management and Assistants' party was held in Mr. Roger's honour at the Fort Garry Hotel. Mr. A. H. Young, chairman, mentioned the many interests in Mr. Rogers' life—gardening, farming, the northlands and mining, shooting tours of the marshes, and church work. In his work he was the type, and fortunately, who put service to the customer first. Mr. Young then presented the gathering's gift, a chair to match the desk previously presented.

Replying, Mr. Rogers said he had made many notes, but would now discard them. He thanked them sincerely for the gift, and would like to say that though over the years the Mail Order has changed greatly, he still believed one could sum up, "Take care of the customers and they will take care of you!"

THERE'S A CASH VALUE TO USABLE IDEAS . . .

Since the previous report in July issue, the Suggestion Committee have had a busy time—and that's how the Committee likes it! We are glad to publish this list of their awards in recent weeks—and to those who have submitted suggestions that were not considered usable or award-winning for "constructive thinking," we would say: Keep trying, don't slack up on suggestions . . . "when the iron is hot the sparks fly."

Awards for Accepted Suggestions

MR. S. CROZIER,
M.O. Women's Shoes.....\$25.00

MR. F. R. LEESON, Drugs.....	25.00
MR. H. CRAIG, M.O. Linens.....	15.00
MR. A. CLARK, Delivery.....	10.00
MISS E. L. BROWN, Construction Office	5.00
MR. W. H. BROWN, M.O. Packing....	5.00
MR. H. HEADON, Receiving.....	5.00
MISS J. WAZNY, Sporting Goods.....	5.00

For Constructive Thinking

MRS. ALDOUS BROW, Elevators.....\$5.00



EATON'S SUPPORTS THE

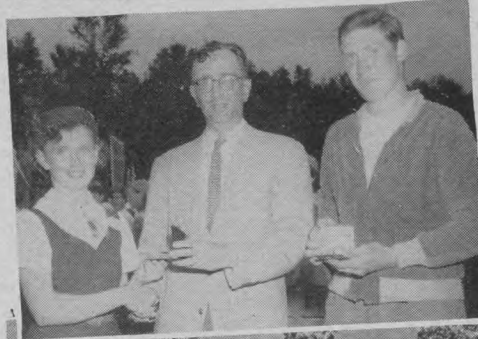
By Helping Generously with the Western Provinces' Programs for the Improvement of Farming and Farm Life Through Young Peoples' 4H Clubs.

Head—Heart—Hands and Health—all dedicated to the end of betterment of life on the farm, neighbour and community relations, district and provincial progress. The good work of the Provincial Governments and Universities through the Boys' and Girls' Clubs, and with the help of devoted and hard-working group leaders, continues and our Company supports it on a wide basis. For despite mines, oil, heavy industry, etc., farm products still are the greatest source of prairie income and the means of living of the large majority of western Canadians.

We can only give a glimpse here of the many ways Eaton's joins in with the Province of Manitoba's Department of Agriculture Extension Service; Saskatchewan's University Extension Service; Alberta's Department of Agriculture Junior Activities Branch, and British Columbia and Ontario's Departments of Agriculture.

The organized clubs number over 2,000 in the four provinces and Western Ontario. The members total around 30,000.

Eaton's awards gold watches to the high aggregate winners of the clubs in most provinces. In Alberta special "showman-



WEST'S GREATEST INDUSTRY

ship" kits (equipment for preparing animals for show competition) are awarded, in addition to many other gift certificates for special prizes in dressmaking, cooking, etc. A total of over 75 of these splendid watches, and about 40 showmanship kits are awarded by the Company yearly which, with other donations, including farm organization dinners, Manitoba winners' trip to Winnipeg, buying winning beef animals at premium prices, constitute a program involving a generous expenditure each year over many years.

Why does Eaton's do this? Because it is a privilege to be able to help such work, which is primarily undertaken by the citizen's own governments to make progress and profit possible to the farmers, to make

and keep the land, our greatest resource, in better shape; to conserve natural advantages and improve them. So Eaton's, like any public-spirited mercantile and industrial leaders, know that in helping this whole program for the west, they are in the long run helping everybody — the people on the farms, the young people who will continue to be needed on the farms, employees and employers in cities who work to provide things for everybody's use — these are all based on a sound farm economy and good farm practices.

And, above all, we "take off our hats" to those many Canadians who give of their time, talents and unselfish work to act as leaders of these thousands of young Canadians.

Congratulations on 35 Years with Eaton's

WILLIAM H. CLARK

With the M.O. Packing and Shipping for all of his 35 years, Mr. Clark celebrated his 35th anniversary with the Company on July 21, when his many friends visited to congratulate him. From the department Mr. Clark received a flash-camera outfit, and from the Billing Office girls, sportswear.

On July 22 a stag party was held in his honour at the home of Mr. Jack Ridgedale with about 25 present. On behalf of the gathering, Mr. S. Houston then presented Mr. Clark with a club bag.

Mrs. Clark was the former Nellie Broatch, Eatonian from M.O. Copying. Son and daughter Gordon and Adele are both married, and Mr. Clark is a proud grandfather.

MISS JEAN McLACHLAN

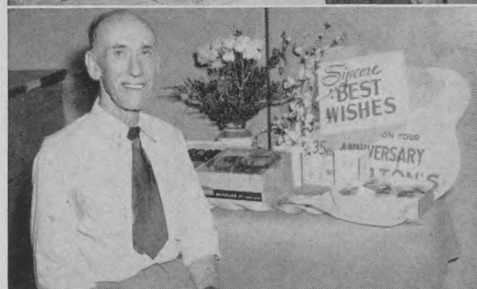
Away north in Dundee, Scotland, where, as Scott says, "the northern streamers shoot across the trembling sky," came Miss Jean McLachlan to commence her service with Eaton's on June 28 in 1920. A few years in the old Exchange system of the Store, and the remainder with M.O. Fashion Accessories and Millinery, is her department history. Active as a bowler and golfer for many years, Jean now says that some swimming—and a good deal of reading are her chief recreations.

Presentation of a coffee table was made by Mr. L. E. Christie on behalf of the staff of Departments 3 and 4 and Workrooms. Jean was also the recipient of many lovely personal gifts, including a set of matched costume jewellery from the staff of Department 119 where she is in charge of department exchanges. Best wishes for continuing health and happy Eaton service.

ROBERT JAMES HOLMES

To any Irishman from County Armagh, Northern Ireland, July 12 is a date of historical significance. But Bob Holmes made it even more personally important 35 years ago when he marked it as his first day with Eaton's! The popular Bob, who has been enduring a bout of illness, was well enough to attend for a while the gathering in his honour in the department, accompanied by Mrs. Holmes.

On behalf of the department, Mr. W. Hogg made the presentation of a Gladstone bag and thanked Mr. Holmes for his long and conscientious service—the full time with Household Linens. Many friends dropped in to congratulate



Reading down—Miss J. McLachlan, Mr. R. J. Holmes, Mr. W. H. Clark.

late him on the celebration and to wish him full health and speedy return. A former soccer player, Bob likes to golf and garden nowadays.

BADMINTON

Here's advance news for badminton players and those who would like to join the the Eaton Badminton Club:

Club expects to make some arrangements for a playing night as last season, so keep those Wednesday afternoons free for your favourite active sport!

SPECIAL: Look for the Notices of a Badminton Club September Party to which we're invited by Mr. and Mrs. J. Bodner!

For information regarding club, dues, etc., get in touch with Yvonne Beech, Sales and Expense Office, Sixth Floor, Store.

25-Year Anniversary—Continued

LORNE ROBERT GLAZIER

Hamiota, Manitoba, was Lorne's birthplace, and since July 28, 25 years ago, he has been with Eaton's garage where he is now assistant. Lorne's son, by the way—George Robert—is a member of Store Men's Clothing staff.

Lorne himself is a curler with 24 Curling Club, and likes hunting. A party at his house by his co-workers and their wives made a jolly time to celebrate his quarter-century, and on their behalf Mr. A. Arnason presented Lorne with a handsome travelling bag, while Mrs. Glazier received a gift of flowers.

For his long vacation Lorne and Mrs. Glazier are going on a six-weeks' late fall trip to Florida. (Picture on opposite page.)

JUBILEE CONGRATULATIONS received from MRS. C. POLITO, 261 Toronto Street, who wrote: "I arrived the day your Store opened so am also fifty years in Winnipeg. I have been a satisfied customer all the years; many thanks for your excellent service." ... And thanks for your compliment and good wishes, Mrs. Polito!



Left to right, and down—Miss M. E. E. Turner, Mr. C. W. Regan, Mr. A. R. Gowing, Miss G. Lynes, Mr. L. R. Glazier (left) with Mr. Arnason.

25-Year Anniversaries

MISS MARY E. E. TURNER

Miss Turner, born in Winnipeg, joined City Inspectors for her first job in Eaton's; worked after that for a good length of time in the Service Bureau Department, and since 1946 has been in the Furs. Over four years, during the recent war, was spent in military service as a lieutenant in the Women's Army Corps.

To celebrate her anniversary, June 30, a party was held in her honour the evening before at the home of Mr. and Mrs. George Gould, when she was presented with a fine camera, case and films. The anniversary morning found her gaily bedecked desk loaded with gifts and good-will messages, including a "Snorkel" pen and pencil set from the department and a coffee-maker and carafe from the Fur Storage girls.

A member of the Assiniboine Golf Club, Miss Turner turns to bowling for winter activity. May that trip west she is having be a most memorable anniversary holiday!

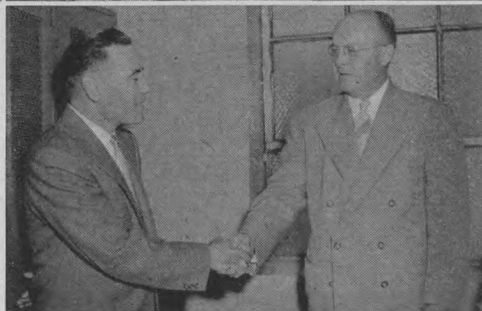
CLIFFORD WARD REGAN

A Lancashire lad—and from a city famed in song and story, Wigan—Mr. Regan has (being a butcher by training) been in our Meat Department all his quarter-century of Eaton service, and is now assistant. Married, he has three sons, James, Peter and Robert (Bob works in Self-Serve, Second Floor). Also, Cliff is the proud grandfather of three grandchildren.

A Gladstone travelling bag was his gift from his department colleagues to mark his 25th anniversary on July 7; useful, too, for the Regans are going travelling to Los Angeles and back up the west coast. Have a grand time!

ALAN ROBERT GOWING

Home town Winnipeg, says this Eatonian! Starting with three years in the Cafeteria,



July 14, Mr. Gowing has been in the ice cream room for the last 22—and a busy man, we'd say, judging by the a la modes and ice cream servings one sees around the Store! Time out for military service, like many Eatonians, including a term overseas in France and Germany.

Mrs. Gowing (Annie Jane) also is a quarter-century Eatonian in Warehouse Coffee Shop. On behalf of the department, Mr. J. Love made the presentation of a camera and luggage. Could be the "perfect gifts" as Mr. and Mrs. Gowing are planning a tour to include ten days in Mexico, then on to San Diego, Los Angeles, San Francisco, etc. So we think Bob, who likes reading, will have to postpone his books till fall. Happy journey!

MISS GRACE LYNES

A whole quarter-century in the Dresses—and after all, where else would a fashion-conscious Eatonian such as Grace wish to be? All the dress section staffs met for a breakfast in Grace's honour in the Grill Room the morning of July 21, and then on behalf of her colleagues, Mr. N. Batting made the presentation of a clock radio to the guest of honour. Personal gifts bedecked her desk along with many messages and flowers.

The golf links spring to fall, and alley-bowling in the cooler months afford Miss Lynes recreation and exercise.

(See also Page Six)



The Engineers' Picnic — J. G. Anderson

It is the biggest thing on earth and Barnum's put to shame,
 As thrills galore, and terpsichore add laurels to our name.
 For when we hold this picnic show, it's rated very highly,
 For young and old themselves unfold and live the life of Riley.

Phil Mars, he won the 100 yards with Holmstrom coming next,
 While Scotty Hook, a tumble took and lay there quite perplexed,
 To see Sid Thompson flying by amid a cloud of dust,
 Determined that by Hook or Kruk, he'd reach the goal or bust.

Messrs Preece and Griffin won the prize for oldest at the party,
 At eighty-six, these spry young chicks are still so hale and hearty*.
 The fat man's race, when it took place saw Roberts in the lead,
 And Mercury with sandals light did never show such speed.

Jack Preece, he won the peanut race and Bergman, "Spin the Bat,"
 While Perry was a sight to see as he did "Skin the Cat."
 And when the scramble race came up especially for our wives,
 They really had a free for all, the best in all their lives.

With peanuts, popcorn and hot dogs the children screamed out, "Yummy,"
 Forgetting that it soon might bring a pain within their tummy.
 And when the evening came along and sun set in the west,
 We all agreed with ample speed this one had been the best.

*Shown, top centre.

Lawn Bowling

This popular summer sport has been well attended by Eatonians this season, says Sam Poole, the president.

Once again the club is asking for help—what with members away for vacation spares are very welcome at Sargent Park Tuesday evenings. In response to last issue's appeal, Sam says several turned up to fill the ranks, and they and others will be cordially welcomed any evening.

Regular schedules of the league is going ahead well; by the time this appears the club will have entered for the Manitoba play-offs—singles, doubles, teams—and we wish them good games and good luck! Then will come the club's own singles and doubles play-offs and the final games about the end of August or into September.

Looking Ahead . . . To Curling

Once more we would remind our readers that the Curling Clubs are asking for early registration. The Women's Club applications will be available by the time the magazine is in print—and should ALL BE IN BY SEPTEMBER 30. Get forms from Ruby Fraser, Employment Office, Store; or Ruth Hodgson, Draperies, Mail Order. Phone for them if you can't conveniently

call personally. One night a week, \$8.00; Two-night schedule, \$15.00. Pay half by November 1 and remainder by January 31 if you wish.

FOR MEN—Get in touch with W. Reid, Department 29 (Men's Clothing), Mail Order; or R. Ferguson, General Audit, Store. Special instalment terms available. DON'T DELAY—APPLY TODAY!

Roll or Bowl a Ball . . .

But Not for Coconuts! More Fun if You Join

EATON'S MIXED FIVE-PIN BOWLING LEAGUE!



Anyone wishing to enter a team—or to apply to join a team—get entries in by AUGUST 19! Forms available at TIME OFFICES; to be turned in to:

S. Sigvaldason, Main Floor Drugs
Ernie Wall, M.O. Cashiers
Harold Brown, M.O. Exchanges



GENERAL MEETING WILL BE HELD THURSDAY, AUGUST 25, AT 7:45 p.m. Board Room at the Saratoga Alleys. League bowling will begin Tuesday, September 6, and following Tuesday nights.

Around the Bases

By Walter McDonald

Baseball Leagues' Standings to End of July

Girls' Division	Won	Lost	Men's Division	Won	Lost
Imps	12	3	Combines	12	0
Royals	9	5	Rockets	9	5
Cubs	5	9	Decots	4	10
Jets	4	4	Vikings	2	10

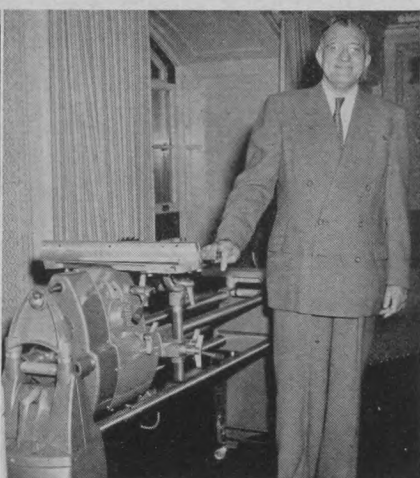
So, in the Girls', Royals and Cubs play the best of three semi-finals, winners to play Imps for the best of five finals. Better luck next year, Jets!

In the Men's, Vikings bowed out owing to shortage of players. Rockets took semi-finals from Decots two straight (one by default).

FLASH! Rockets made it three games straight to take the finals and championship. The first game was called at six innings on account of darkness, but declared a completed game—according to the rules—by the umpire. Congratulations, Rockets—better luck next time, Combines!



Mr. G. P. Blakeman



Mr. J. L. St. John

Reception Honours Retiring Eatonians

Mr. G. P. Blakeman, Drug Department Manager, and Mr. J. L. St. John, Stock Audit Manager, Among Those to Say "Good-bye" as July Ends

A reception honouring two retiring colleagues was given by Winnipeg Executives and Managers at the Fort Garry Hotel on Friday, July 29. Mr. Bruce Sutherland was chairman.

Messages from all over the Eaton system of Stores and Buying Offices were read by Mr. R. M. Pinfold, assistant general manager, conveying the appreciation of outstanding service and good wishes for the future. Notable among these were the universal thanks of all Western Stores and colleagues to both gentlemen for the help extended by them over the years.

The experience of having worked with both these managers was his, said Mr. G. M. Eaton; both made him really work, he added, but it had been interesting—and fun! Mr. Blakeman had elevated his department from just Drugs to leadership in the important cosmetics field. Mr. St. John had removed stigma from stock work and had made stock control a blessing to operators instead of a whip; both men had done great things for their departments and the Company—and for the Company and family he expressed sincere thanks.

Present on vacation was Mr. J. R. Jenkins, vice-president, who added his congratulations and thanks to both men for jobs well done—men who were "a credit to the Company both inside and outside their work," and wished them happy retirement.

Mr. A. R. Tucker, called on to make presentations, said these semi-annual retirement events were "mixed blessings." Mr. Blakeman, he knew, although 33 years with the Drugs, had always at heart been a farmer—and would now be able to get back closer to the land. He had done an excellent job and was leaving men well trained to follow him. Mr. St. John he had known all his life—and his long years with the Company had been marked by good co-operation with departments and a dominant sense of fair play. He then tendered the gifts from the managers' association—for Mr. Blakeman, a deep-freeze; and for Mr. St. John, a "Shopsmith" multi-purpose power tool outfit.

Replying, Mr. Blakeman said his years had been happy and interesting; he had started in the Drugs to help out during an influenza crisis—and that temporary stay had extended to over 30 years! The Company is the finest in the world, said he, had that "human spark" and spirit of service; and his thanks were due to all the executives with whom he had worked and the staff who had worked so well with him. The gift was deeply appreciated and would be exceedingly useful.

For such a marvellous gift, said Mr. St. John, he could hardly express his feelings. It would indeed afford him lots of use and lots of real pleasure. His thanks were due to all, everywhere, for fine co-operation—and particularly to his staff over the years.

Appreciation for flowers sent to their wives was expressed by both gentlemen.

(For particulars of department honours to their managers, see Drugs and Stock Audit Department News.)

"An Honour to the Company"

Such was the feeling of the President and Mr. Tucker's fellow-directors, said Mr. J. R. Jenkins, when he took advantage of being present at the reception above to congratulate Mr. A. R. Tucker on his recent appointment as chairman of the Board of Manitoba University. He brought all their best wishes for Mr. Tucker's success in that work and expressed their pride in this honour for an officer of the Company.



*Two
"Boys of
the Old
Brigade"
Widely
Honoured
on their
Retire-
ment*



Left—Mr. Tom McBryde, of the Staff Relations office. Right—Mr. Tom Carson, Basement Men's Clothing.

Yes, "boys of the old brigade" in more ways than one—first, because they are men who date their Eaton service from away back in 1914; and because they both are veterans of World War I. Again, both had expressed the wish that, like old soldiers should, they'd "simply fade away."

But that didn't do for their many old comrades and colleagues and the department staffs! So both were honoured in no uncertain manner.

To **TOM MCBRYDE** the first pleasant surprise came when, on Friday evening, July 29, at the managers' reception at the Fort Garry, Mr. Bruce Sutherland, on behalf of the Managers' Association, presented him with an outdoor television aerial. Next morning, at a department breakfast for a colleague, the Staff Offices asked him to accept one of those electric "Rotisserie" barbecue grills; and during the morning the committee of the Employees' Charitable Fund, of which he had been permanent secretary, presented a reversible wool robe to match Tom's new Buick. Messages from all over the system were read, adding up to all our best wishes for a happy retirement.

And in the matter of messages, Mr. McBryde recalled with emotion the fact that

when he was recently in hospital, Eatonians had remembered their Welfare head and Charitable Fund secretary so well he received about 800 get-well cards!

For **MR. TOM CARSON** his department colleagues and other invited guests held a stag party at Moore's on the evening before his departure, July 30. It was a jolly affair for a jolly chap who will be very much missed in every way, and only a few of the many messages could be read during the evening, when a presentation of a handsome picnic kit was made to Mr. Carson.

Next morning a department meeting honoured Mr. Carson before Store opening, and his colleagues presented him with a lovely bridge table and chairs set, while the department floor girls (who couldn't hold a stag party for their genial boss) nevertheless signalized their high esteem for him by presenting a leather wallet; while the department office girls joined in the gift of a portable gas camp stove.

Both men, in accepting these honours, stressed their pride and happiness in their many years with "this great Company" and the good people they had worked with; and to their thanks for the gifts added appreciation of flowers sent to their wives.

THE EATON MEN'S BRIDGE CLUB

Would wish to intrude for a few moments into your outdoors recreation time to say: The club is looking to a season of growing interest. The members cordially invite others to join—no difficulty about numbers, they say, because the league is easily subdivided into groups small enough to afford around six to eight evenings' play at each others' homes; and the play-offs for the W. G. B. Dailley trophy can also be quickly run off. How about it, bridge players? You'll get a hearty "invite" if you get in touch with D. S. Dewar of the M.O. Jewellery, Tom Carstens of the Store Paint Department, N. McKeen, of Store

GOLF CLUB AND TENNIS CLUB

Both report that things are progressing steadily—though the "racketeers" of the tennis courts admit that the excessively hot weather has limited the energy and activity of the members (and very wisely, we'd say; no need to court sunstroke). Tennis people hope to arrange a tournament to start pretty soon; and the golfers are steadily carding their games in readiness for the play-offs—which we hope to be able to cover in our next issue.

Men's Furnishings, or M. Smithson, M.O. Dress Department.

GOLDEN JUBILEE



Those Windows

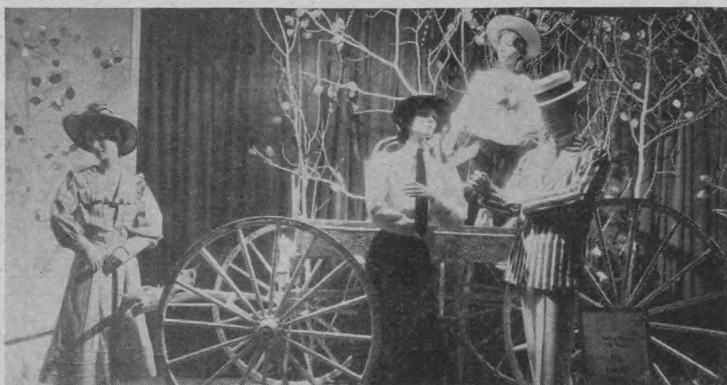
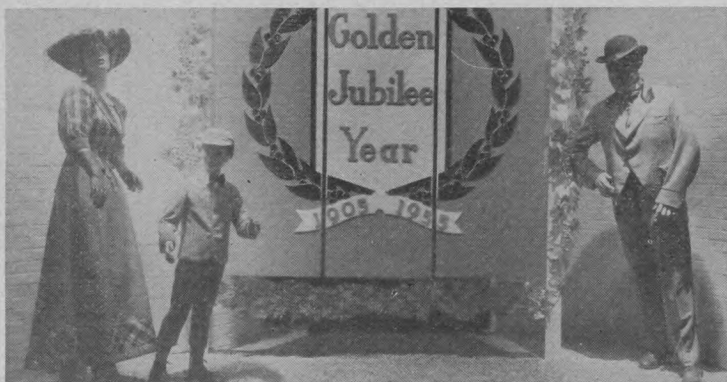
Display Department climaxed a wonderful series with a display of scenes and fashions of 1905; also beautifully framed enlarged photos of the building of the Store. Here we can show just four. On this page, formal attire and a special Jubilee message; on the opposite page, informal attire of 1905 and sportswear for the Buggy Ride.

Crowds, Did You Say?

Yes, shoppers by the thousands—and why not, since the values were all of a kind to make the Sale without doubt "The Biggest Event in Fifty Years." And then, on the Friday morning those 30,000 and more boxes of cake vanished like a summer mist, and ribbons were worn by everybody. Any corner of the Store during Sale days looked like the busy spots we show below.



SALE "BIGGEST EVENT IN 50 YEARS"



Only Once in Fifty Years, a Birthday Like This. And All Winnipeg District was in The Eaton Birthday Mood!

It was a thrilling moment when young Master Timothy Eaton, great-grandson of the Founder and his namesake, pressed the button to ring the opening bell. Mr. Gilbert M. Eaton, his father, stood with him and present also was Mayor George Sharpe, whose father was mayor, and present at the opening of the Store 50 years ago. Miss Nancy Eaton, Timothy's sister, was busy handing out ribbons at the door.

Now that the climactic days of the Golden Jubilee celebration have passed into history, we would like to pay tribute on these souvenir pages to those who planned the event and carried it out so successfully.

Merchandise committee and departments—for a range of values that were nothing short of spectacular (if we may use a word of description here that one doesn't usually see in Eaton advertising; we think it's a truly descriptive word in this case).

Then there were the lead-up special ads and that magnificently prepared and col-

ourfully printed huge 40-page flier—a masterpiece! No wonder the crowds flocked in on the first sale day to make Eaton selling history in Winnipeg; no wonder those phones didn't get a moment's rest!

Graphic evidence of what customers thought of our sale was again given on the second day when people poured in at Store opening—and not just for that tasty, prettily boxed Birthday Cake and ribbons. Inside a matter of minutes thousands had entered, the floors were crowded, and kept crowded with shoppers until the closing gong sounded.

*A Jubilee Sale that was THE SALE of the
Company's Fifty Years Here—TOPS in Every Way.*





Top Row—Mrs. E. McClymont, Mr. A. Cassie, Mr. H. Sych.
Second Row—Miss A. Paul, Miss B. Stringer, Mr. A. Ferguson.

Retired Eatonians—May They Enjoy Healthful, Happy Years of Leisure

MISS BERTHA STRINGER

On the morning of June 30 the staffs of Mail Order Inquiries and allied departments bade good-bye to Miss Stringer who had completed over 36 years' service.

On the Friday evening a dinner was held in her honour at the St. Regis Hotel and, on behalf of those present, Mr. W. Curry made the presentation of a wool blanket, and both he and Mr. Larcombe spoke highly of Miss Stringer's splendid work and her constant kindnesses to others. The next morning her office was floral-decorated and the department's gift of an end table was surrounded by dozens of personal gifts.

G. A. BATER A. FERGUSON

These two Eatonians, both of the Printing Department, joined the ranks of the "leisured class" on July 29, when they achieved retirement age. We reported Archie Ferguson's 35th anniversary in our June issue. Mr. Bater had been with the department for 15 years. Good luck, chaps—now you'll have to keep an eye on Contacts "from the outside!"

MRS. A. GAGAWCHUK

A comfy "Laz-Y-Boy" chair was presented to Mrs. Gagawchuk on behalf of the department when she retired from the Caretaking staff on July 30, while the women of her section made her the gift of a handbag to mark their appreciation of her service of over 12 years.

HENRY SYCH

After being with the Company for over 12 years, Mr. Sych retired on June 30. For all of his service he had worked at his trade, cabinet making, in the Furniture Warehouse. A daughter works also for Eaton's in M.O. Floor Coverings office.

On the morning of his retirement, at a gathering of his colleagues, Mr. W. Thomson, manager, thanked Henry for his good and conscientious work, and Mr. H. J. Latter made the presentation of a lounge chair.

MRS. E. MCCLYMONT

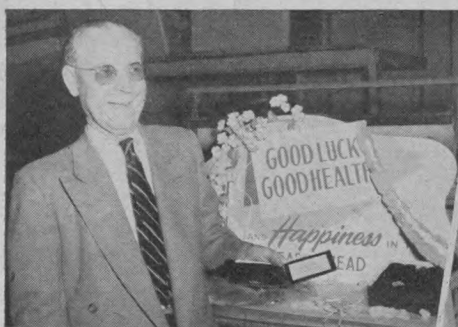
Mrs. McClymont retired on July 30 from the Grill Room staff, having been an Eatonian since 1946. To accompany the good wishes of her colleagues, Mr. J. Laing presented her with a handbag and currency on their behalf.

WALTER MAW

Still looking spry and youthful—as has been his habit for years—Walter (Bud) Maw, of Shopping Card Assembly, retired June 30 after 39 years' service.

Previous to that day a department party was held for Bud at the Homestead, co-workers, wives and husbands being present. Special guests included Mrs. Maw, their daughter and son-in-law. Gifts of wearing apparel were made to Mr. Maw on this occasion.

On the morning of his retirement, Mr. H. Einarson presented Bud with the department gift of a wallet with currency and many personal friends called and left messages and tokens of good wishes.



Left to Right and Down—Mr. W. Maw, Miss A. Shultz, Miss M. I. Preston, Mrs. A. Gagawchuk, Mr. Bert Mitchell, Miss G. Birkett.

A. C. (Bert) MITCHELL

A round of affairs in his honour marked the retirement of Mr. Mitchell (Mitch) from his post of so many years at the Watch and Jewellery Repair centre in the Store.

Prior to his leaving a stag party at the Norwood Credit Union Hall was held in his honour, and there he was presented with a battery-electric radio from the group, and numerous personal gifts. On the day before he left, the staffs of the Watch and Jewellery Workroom called Mitch over and, on their behalf, Mr. O. Olafson presented him with a Gladstone bag and thanked him for his genial ways and good companionship.

On the morning of July 30 the staffs of the Jewellery and Watch Repair met in Bert's honour, and Mr. A. Cranston presented another Gladstone Bag, twin to the one he had received before. Bert will be greatly missed at that Repair window, and to him and Mrs. Mitchell, every good wish for future happy years.

MISS AURORE PAUL

The Paddock was the scene of a delightful dinner and dance to honour Miss Aurore Paul, of M.O. Millinery Workroom, on her retirement which co-incided with almost exactly 35 years of service with the Company. Presentation of a mantel radio and mirror was made by Mr. L. Christie. Guests included Mr. and Mrs. L. A. Tempest, Mr. and Mrs. L. Brown, Mr. and Mrs. E. Prieur, Mr. and Mrs. A. Paul, Mrs. Madeline Jeanfavre, Mrs. Helen Onion and Mrs. R. Walker.

On July 30 Aurore was presented by Mr. Christie with a console extension table from the staff and received many personal gifts.

MISS G. BIRKETT

It was only recently—in the Jubilee issue, to be exact—that we honoured Miss G. Birkett, of the Sales Audit, on her 45 years with the Company. Now she has achieved her time of leisure! Previous to her retirement, she was honoured at a party at the home of the department manager, Mr. L. Croft, where she received a gift of Coalport china. On the morning of July 30 she was presented by the department with a table lamp and a handsome Duncan Phyfe drum-top table, and many personal gifts.

A. CASSIE; MISS A. SHULTZ

Both Mr. Cassie (Foodateria Soaps) and Miss Shultz retired from the Drug Department on July 30 which, with Mr. Blakeman, made a total of three valuable people lost to that one department. For a report on the party in their honour, see Store Departmental News. Both are pictured on these pages as their colleagues again honoured them on their last day, numerous personal tokens being included with the many good-will messages.

MISS M. I. PRESTON

Acquainted with hundreds of customers and Eatonians through her work as Book Advisor, Miss Preston will be missed greatly in that post. After nearly 30 years with the Company, Miss Preston retired on July 30. To help her "see the world" now she has time on her hands, her colleagues presented her with high-power binoculars; and many among her friends added personal gifts to accompany their wishes.

(Continued on Page Twenty-Two)

"Show It—To Sell It" Well Exemplified

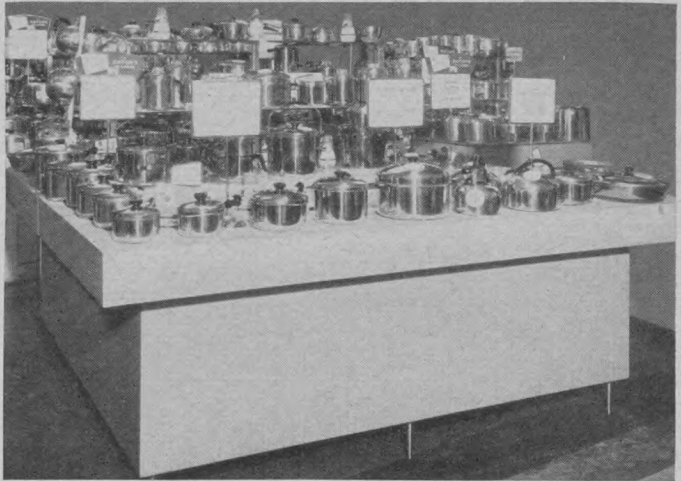
Our picture shows the new—and special—fixture for merchandise display, which was recently introduced in — and by — the Hardware Department on the Third Floor.

What's unique about it? It was created by the Construction staff to carry out the idea of the department — to have a fixture of special design for showing the Housewares and to have that fixture itself display and advertise building materials from the Lumber Section.

Framing of the fixture is the usual two-by-two, two-by-four, and plywood sold by Third Floor Lumber Section; while sides and topping are executed in Panelyte and Formica (stainproof, crack and burn-resistant materials sold for numerous home and store purposes).

Shelving is of plate glass and is supported on specially designed aluminum alloy uprights, slotted to adapt to varying heights (another product obtainable through the department).

More of the fixtures for kitchenware dis-



play are to be created, thus in themselves offering talking points for sales of their own materials as well as of the goods displayed on them.

"Nice going," Hardware people!

Port Arthur Eatonians Enjoy Picnic

The annual summer outing at the Port was held at Current River Park — and when we see this picture of part of the crowd in these lovely surroundings we certainly could wish we'd been there!

A full program of races for all—and strenuously contested tugs-of-war for both ladies and men—were carried out. Hot dogs, ice cream, fruit, popcorn and soft drinks were in ample supply and not only the younger folk showed great capacity for them!

Again, for a lovely July afternoon's fun and frolic, thanks to the committee who worked so well and hard with Chairman A. R. Thomson to give the hundreds of Lakehead Eatonians this jolly party.



Eatonians' Kindly Act Brought to our Notice

The message following explains itself, having been received from a newspaper vendor operating near our Economy Home Furnishings Annex. The thoughtfulness of the people mentioned is, we believe, typical of "the Eaton Spirit":

"I wish to express my thanks and appreciation to you for your kind act of sympathy for voluntarily giving me more than the value of my newspapers which were blown away during the brief storm today. It is such acts of kindness which makes life presentable again.—Jas. B. (Pop) Golding."

Departmental News from the Store

BASEMENT STORE

Men's and Boys' Clothing, etc.

All our best wishes to Miss Helen Hrycyna who left us, a bride-elect of July 30. A gift of a lamp was made to Helen on behalf of the department.

* * *

MAIN FLOOR

Jewellery, Leather Goods—By Roy Firth

Welcome to Miss Edith Turner, a new addition to our Handbag Counter. We have found out that she is quite an athlete. We wish her good luck and expect her to practice her running around the counters—it will be good training, Edith!

Stationery—By M. C. Lawton

To honour Jean Cormack, Gertie Boscott and Dorothy Robinson, a no-hostess dinner was held at Rae and Jerry's on July 20. Covers were laid for 24. On behalf of the gathering, Isabel Livingstone made the presentation of a lapel pin to Jean and earrings to Gertie and Dorothy with the hope that they would like their new homes in the West.

Edith Weger decided to become a full-time housewife, so a gift of Revere ware was sent

to her with very best wishes from the department.

On Saturday, July 23, at Store closing, the department gathered to farewell Jean Cormack. Mr. S. C. Florence reviewed her career with the Company and thanked her for her good service in 205. He then presented a fitted train case from all of us and hoped she would find health and happiness in Calgary.

Earlier in the day Charlotte Wellard presented a smart travelling clock from the girls in the Greeting Card counter to keep the train case company—something to remember us by!

Deepest sympathy to Mrs. M. E. Freeman on the loss of her sister, and to Miss M. Preston on the loss of her aunt.

Gloves and Hosiery—By Norma Patterson

Iris Bowes came in with a beautiful diamond on her left hand—Bob Cummings is the lucky man. As plans stand they are to be married next January 7.

Joan Chamberlain is to be married to Aubrey Haynes on September 2. Their wedding will take place in St. Stephen's Anglican Church, East Kildonan.

Herta Funk was married on July 16. She received sheets and pillow cases from the department.



Grand Drug Department Picnic Party for Three Retiring Colleagues

A scene from the lovely party at the Blakeman summer cottage; note the beautiful Winnipeg River setting. Right: Mr. Cassie, Miss Shultz, Mr. Blakeman, with Mr. H. Green who conveyed the goodwill messages.

July 24, 1955, will long remain in the memory of the staff and families of the City and Mail Order Drug Departments, Photo Finishing and Drug Factory. On that day well over 100 of them made their way to the summer home of Mr. and Mrs. Blakeman at Silver Falls.

The great occasion marked the farewell gathering in honour of Mr. Blakeman and two other members of the staff, Miss Shultz and Mr. Cassie, all of whom have retired.

Mr. Blakeman met his guests and directed them to their destination, pointing out choice spots for fishing, boating and other recreation. Several motor boats belonging to neighbours of Mr. and Mrs. Blakeman were placed at the disposal of the visitors.

Mr. Green was chairman for the occasion and made a splendid speech expressing the sentiments of all present. He also read a few of the numerous messages to Mr. Blakeman from all over the country.

Next, Mr. Pinder presented Miss Shultz with her gift, a radio, which we hope will give her

entertainment for a long time.

Then Mr. Weston did the honours for Alex Cassie who received a wallet with a suitable "lining," with the good wishes of his associates.

A projector was presented to Mr. Blakeman by Mr. McKerchar, with his usual eloquence and wit. Mr. Blakeman also received many other gifts, including a huge "memory book" in which the numerous telegrams were pasted. Mrs. Blakeman received a bouquet of carnations.

Immediately after the presentations lunch was served on the lawn. As the day was one of the most beautiful this year, everyone enjoyed the surroundings to the full.

During the afternoon all were busy with the many activities, including the boating. Supper was served at five o'clock, guests leaving around six o'clock.

Everyone was delighted to see Mr. Sutherland, Personnel manager, who arrived to add his good wishes to the retiring Eatonians.

Drugs—By C. O'Kelly

Our congratulations to Mr. and Mrs. John Marshall on the arrival of their little daughter. The new Miss Marshall is to be named Margo Doreen.

Candies—By J. Newcombe

Glad to report that Mrs. Joyce Loewen who was recently hospitalized, is now out and recuperating in the pleasant district of Kenora. Keep up the good work, Joyce, and be back with us soon.

Notions—By V. Gillespie

Mrs. Phyllis has left us to devote full time to home-keeping. A gift of a camera from the department was presented to her with all our best wishes for the future.

Deepest sympathy to Nan Allison in the loss of her father.

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SECOND FLOOR

Handkerchiefs, Scarves, etc.

By Sigrid Jensen

July 15 turned out to be truly a day to remember for Mr. A. Tempest. On that memorable day he became the proud grandfather of a baby girl, Leslie Eileen. Our best wishes, Mr. Tempest and the happy parents.

Staff and Employment

Above and associated departments met Saturday, July 30, for a Grill Room breakfast to honour Miss Eleanor Strachan who was leaving to marry F/O E. R. Mace of Montreal where they will reside. (The wedding took place at Norwood United Church, Saturday, August 13.) Mr. Ken Smith was chairman and read messages from absent members, then called on Mr. Sutherland to make a presentation—which proved to be an electric fry pan and cover. Miss Strachan's capable work and obliging cheerful manner, said Mr. Sutherland, had in her short stay with us, made her a host of friends. All our best wishes.

Sorry to lose Olive Willison who has left Staff Training office—and success to her in her new post in the Executive Office.

Fragrant cigars and tasty chocolates were on the free-loading menu in staff offices on August 3—Mr. Vic Fotheringham, Staff Relations Department manager, was celebrating the arrival of his first son, George Thomas, a burly 8-lb. 10-oz. lad. Congratulations, Mrs. Fotheringham and Vic!

Welcome back to Connie Hancox just returned from her trip to England, Scotland, Paris and Switzerland.

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THIRD FLOOR

Meat Department—By Hilda Mensforth

On June 9 Miss Polly Basisty left to be married to Mr. Victor Hyworon. Mr. G. Morrow, on behalf of the staff, presented Polly with a satin-edged blanket. The office staff gave her sheets and pillowcases and she received other gifts from personal friends. The honeymoon was spent in the East.

We are happy to report Mrs. Johnson, recently operated on, is now recuperating at home. Hurry and get well, Johnnie.

* * *

SIXTH FLOOR

Floor Coverings—By Gladys McLean

Best wishes to Mr. I. McLeod, transferred to a new post in the Plumbing Department.

Eileen Ferguson and Pat Milne brought back glowing reports of the Calgary Stampede and advise us all to see it sometime.

General Office

Our best wishes to Noreen Campbell who was married to Bryan Wilton on June 30 at St. Andrew's River Heights Church. Noreen received a pair of lamps from the department.

July 15, Joan McDougall became the bride of John McInnes at Emmanuel Baptist Church. Joan was also the recipient of a lamp. Best wishes.

At the time of writing, Helen Hunter is away ill. Get well soon, Helen.

We welcome the following new members to our staff: Mary Hume, Bobbie Birdsell and Bruce Gordon.

Telegraphs and Correspondence

By Margaret Gair

We are pleased to welcome to our staff Marg Duke, Don Murdock and Edith MacCallum.

Eighteen



Customs and Traffic—By N. Morrison

It was a happy occasion for Miss Irene Jackson on Wednesday, July 13, when she was presented with a china dinner service by the staff of the Customs and Traffic on her leaving to be married Saturday, July 16, to Mr. Rollie LaBelle.

Irene was also entertained at a luncheon in the Grill Room and presented with a reversible bed throw by the girls of the office. All good wishes for future happiness!

Sales and Expense Office—By B. Clarke

Our Yvonne Knott has said "yes" to Mr. Fred Peterson and has a lovely diamond; wedding date has not yet been set.

Farewell to Chris Baker who has left us to become a full-time housewife.

Cynthia Anne is the name given to a 7-lb. 2-oz. baby girl born to Pat (nee Cancilla) and Bill Kowal on July 26. They were both former members of this office.

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SEVENTH FLOOR

Stock Audit—By Ivy Morris

Prior to the retirement of Mr. Lorne St. John, Mr. and Mrs. St. John entertained the members of the Stock Audit Department, together with their wives, at dinner at the Motor Country Club.



The staff of the Stock Audit gathered at the home of Mr. and Mrs. Livingston for a five-to-seven party on Thursday evening, July 28, to honour Mr. St. John on his retirement. A presentation of a trilight lamp and power tool accessories was made by Mr. Livingston on behalf of the staff. (Picture above.)

Messages and personal gifts covered Mr. St. John's floral-decorated desk July 30 and hosts of friends came to say "good-bye and happy retirement." Mr. St. John said that one of his proudest memories would be in thinking of the number of men who had worked with him and gone on to responsible positions in the Company's service . . . an honour to the department!

Budget Plan—By E. Tamplin

Congratulations and best wishes to Ruth McLellan who left to become the bride of Mr. W. Boivin on the 16th of July at West Kil-donan United Church. Ruthie was presented with a mirror from the department and cigarette box and ash tray from her section. Miss Muriel Paradis and Miss Dorothy Tiechroeb were joint hostesses at a shower for Ruthie at which she was the recipient of a lovely torch lamp.

We also extend our best wishes for happiness to Miss Joan McCormick who became the bride of Mr. George Hadath in King Memorial Church. Foam pillows were presented to Joan from the office and a cut glass vase and ornaments from the Cashiers. Miss Pat Faille and Miss Pamela Horsfield were joint hostesses at a miscellaneous shower.

Sorry to say good-bye to Miss Selma Mackie. Selma's parting gift was a housecoat from the office and a lovely crinoline from the section. Lots of luck, Selma; let's hear from you now and then.

Sorry to hear that Paula Ogilvie and Freda Cormack have been spending some time in the hospital. Hope both will soon be feeling tops again.

Our sincere sympathy is extended to Mr. Haddow in the loss of his father.

Sales Audit—By B. Parsons

Congratulations to Lorraine Muloin who is wearing a beautiful diamond on that all-important finger. The lucky man is Don Wahl.

Mr. Les Croft presented Anne Chranowski with kitchenware on behalf of the office staff. Her marriage took place July 23 at Our Lady of Victory Church when she became the bride of Andre Turenne. A miscellaneous shower was held in her honour by Shirley Johnson.

Farewell and good luck to Mrs. Vera Parker who has left to concentrate on housekeeping duties. She will be very much missed.

We would also like to extend a cheery hello to the several newcomers to the office.

General Audit Department

By W. G. Cherrett

Best wishes to Miss Eleanor Sager who is now proudly displaying a beautiful diamond ring. The lucky man is Mr. Mike Procah.

On Friday evening, June 24, a most enjoyable garden party was held at the home of Mr. T. Ewart in celebration of Mr. T. M. Elliott's 30 years of service with the Company. Besides members of the staff, many of Mr. Elliott's friends in the Company were on hand to honour him.

* * *

CARPENTERS

By George Smoak

Sorry, missed getting in our news last issue — was on night shift.

Shop is quiet what with those away on holidays and so many over on the escalator work. . . . Nobody to object to Austin's "symphonies of screeches" as he sharpens those saws.

Foreman Len Rogers motoring in the "stratosphere" between here and Nova Scotia for a family holiday—bet he wishes he had wings.

And speaking of wings . . . Jim Carr met the plane the other morning to welcome back Mrs. C. from a visit to Merrie England.

We Noticed:

Don Scott (the Sir Malcolm Campbell of the shop) struttin' around the other day with a smile that would put Liberace to shame. Reason: Don was the proud papa of a boy baby! Congratulations, the Scotts.

Jerry Lang just back from a hard-working holiday—and such a tan!

Ken Wilson left us for the big wide-open — and cold — spaces of Fort Churchill. Good luck, Ken.

Sunberg—our Gary Cooper—back at work again after the accident to his hand . . . and now away on holidays.

And speaking of holidays, Austin is soon to head for Hollywood on his vacation. Thinking of meeting movie stars, no doubt? . . . Also Jim Stewart away at the lake enjoying himself to the full. How are you finding the fish flies and mosquitoes (or do they find you?), Jim? Watch out for that burn you usually manage to get!

Tom Renwick, just back from holidays, gave us a lurid tale of the adventures of mountain driving. Calls for men with nerves of steel, 'twould seem!

And speaking of such driving, yours truly will have had some and be in "L.A." when this appears—outdoing Austin, of course. Hope also, to visit Mexico and see those famous sights—and señoritas! And a "must" will be Disneyland and Davy (?) and Frontierland!

Sympathy to Jerry Lang in the recent loss of his father, who passed away at Clandeboye.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

Congratulations to Evelyn Evans who, on June 4, received a diamond ring from Irvin Hiller. Also to Irene Hastmann who received her diamond from Rudy Ulrich.

Congratulations to Mr. and Mrs. Arbid Wonneck on the birth of a daughter on July 3. Her name is to be Karen Eleanor.

And to Mr. and Mrs. Alf Rempel on the birth of a son, July 5.

Congratulations and best wishes were extended to Mr. E. G. Rogers on the occasion of his 40th anniversary with the Company on July 5.

He received a battery radio from the department fund and two aluminum garden chairs from the Operating office along with other personal gifts from his associates.

Drapery Workroom—By J. Pauwels

Welcome back, Mrs. Jarvis and Mr. Erleack, who have been away ill for some time. It is good to see you both looking so fit.

Sincere sympathy to Mr. S. Tooth in the sudden loss of his sister-in-law.

Time Office

Welcome back to Findlay Cameron, of the M.O. Time Office, who has just returned from a grand holiday in the British Isles. Among the cards sent by Fin on tour was one to Contacts saying how much he was enjoying the "discovery" of Bonnie Scotland — and how beautiful those beauty spots really were.

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FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

Friday, July 15, business associates held a shower at the home of Mima Unwin in honour of Flo Leithwood, bride-elect of July 30, where Flo was presented with an electric kettle, pop-up toaster and iron.

M.O. Hardware—By P. Muzik and B. Landry

Congratulations to George and Mary Ostafichuk on the birth of a second son, Alan Brian, on June 28. The new arrival weighed in at 8 lb. 12 oz.—a nice fighting weight!

Glad to welcome back Andy Laird who was laid up for some time with a bad case of quinsy. Take care of yourself, Andy.

Best wishes to Joy Pollard and May Yule who have left our department — Joy for a much-needed rest and May for an extended trip to Scotland. Our thoughts are with you, girls.

Farm Implements, Harness, etc.

By Margaret Waring

Cyril Brown was recently the centre of attraction, celebrating his 30th anniversary with the Company, and so a "do" was arranged for Monday, June 28, when practically every member of the staff was in attendance. The married men brought their wives, and as we have had so very many of these lovely affairs we are all well acquainted so everyone immediately enters into the spirit of the party.

The scene of this celebration was a lovely summer evening at Vasa Lund where a delightful smorgasbord was enjoyed (ask Ernie; three trips he made around the many varieties of delectable food).

After dinner Mr. Gil Edginton did the honours, and after relating some of Cyril's earlier escapades in the department, presented him with an electric razor on behalf of the guests, to which Cyril made a very timely reply.

Mrs. Brown came in for a good share of the compliments and she looked charming wearing a corsage of yellow roses on her lovely summer dress. The music kept everyone who felt so inclined busy tripping the light fantastic and all agreed they had a mighty good time.

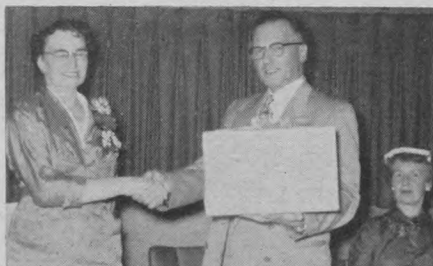
We were pleased to have with us our former supervisor, Mr. W. S. Crooks and Mrs. Crooks, and Mr. and Mrs. Page. Also Mrs. Joe Hiddleston.

But that's not all—Cyril arrived at the office Saturday morning to find his desk gaily decorated and enhanced with a bouquet of beautiful flowers. Again Mr. Edginton got into the act for the department and presented Cyril with a pen and pencil set.

Mr. and Mrs. Brown left Winnipeg July 1 to take up residence in Los Angeles, California, stopping off at the coast to visit their daughter and son-in-law and also to "spoil" their little granddaughter whom they were seeing for the first time. With Cyril and Mrs. Brown go our very best wishes for good health and happiness in their new home.

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FIFTH FLOOR



A scene at the party in honour of Miss Aurore Paul, of the M.O. Millinery Workroom (see Retirements, Page 14). Mr. L. Christie congratulates her on almost 35 years' service and presents a gift. Mrs. A. Tempest shown seated.

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SIXTH FLOOR

Watch and Jewellery Repairs

Belated congratulations to Jack Weibe whose marriage to Erica Wiens was solemnized at the Mennonite Brethren Church, May 7. Our gift to Jack, a toaster, was presented by Mr. Olafson on behalf of the department.

Henry Enns crowned himself with glory at the field day at Elmhurst when he won the Men's "E" Class championship. Hearty congratulations!

Household Linens—By F. Rogers and J. Burns

July 16 marked a very happy occasion as Ida Townsend received a presentation of white

Twenty

wool blankets from the department on leaving to be married. Mr. Hogg thanked Ida for her cheerful and loyal service during the 15 years she spent with us. Miss Townsend and Roy King were married on July 30 in Winnipeg. We wish them every happiness.

We are pleased to report that our Mr. T. H. Hancock is recovering from his recent accident and is now back at work hale and hearty.

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SEVENTH FLOOR

M.O. Girls' Wear—By R. Palmer

A member of our staff, Lovey Krisa, left last week to take up new duties. On her departure she was presented with several gifts from the department and friends.

Hope to see Jim Wilson back to work soon.

M.O. Budget Office

J. Britain and K. Butler

Good wishes this month go to Mrs. Helen Peepchack who left us on Saturday, July 16. Helen received a typewriter and a duster-coat from the office.

We are glad to see Belle Tuffield back after her recent illness.

A hearty welcome to the new members who have joined our office staff recently.

M.O. Sporting Goods—By Dorothea Hardiman

We are sorry to report that Ronnie Ford is again in Victoria Hospital. We hope that you soon will be back with us, Ron.

Glad to hear that Herbie Oliver is feeling much better these days and is now talking about when he will be back on the job.

Stan Unger, our messenger boy, fell while playing rugby and had to have seven stitches in his knee. We hope you won't be off too long, Stan.

M.O. Women's Coats and Suits

By D. Wright

On Sunday, June 26, Department 44 staff and families held a picnic at the summer home of Mr. and Mrs. Roy Keedian, Lake Petula, Manitoba.

It was an ideal sunny day and was spent swimming and boating—not forgetting the wonderful repast provided by Ann, our genial hostess. Many thanks to Roy and Ann for a wonderful outing.

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EIGHTH FLOOR

M.O. Copying

Our best wishes to Doreen Tolton who left July 23. Doreen received a number of lovely gifts.

Our best wishes to Taisa Matiashek who left July 30 to take a business course. Taisa also received a number of lovely gifts.

M.O. Correspondence—By Susan Filteau

On Wednesday, July 27, Miss Kay Fitzgerald celebrated her 30 years with the Company. She was presented with a lamp and lingerie from the department.

M.O. Salesroom, Catalogue Distribution, etc.

By M. Beck

On June 30 Miss Dorothy Holliday took unto herself a husband, and on July 9 Miss Lillian Willey, Department 173, left to hear wedding bells in St. Andrew's Greek Catholic Church. Happiness to you both.

Sorry to report two girls away ill: Miss Lillian Clark and Miss Pearl Chapman.

M.O. Cashiers—By E. Norton

Congratulations to Ann Shemley who received a lovely engagement diamond from William Jackson.

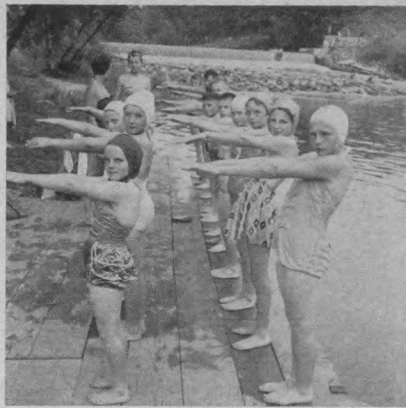
Our sincere sympathy to Jean Kerr in the recent loss of her father.

EIGHTH FLOOR

M.O. Adjusting Department

Over 180 boys and girls from four years old and up were on deck at the "Old Swimming Hole" at Birtle, Manitoba, beginning July 11, some having travelled 30 miles or more from outlying districts to learn to swim. The work, sponsored by the Birtle Swimming Club, was arranged and directed on a voluntary basis by Dorothy Lloyd, M.O. Adjusting Department, with the help of two team-mates.

Classes began at ten in the morning and finished at 5:30 in the evening, divided into several age groups. Each class was well attended every day and enthusiasm literally "bubbled over." It was wonderful to see the



four and five-year-olds doing their breathing exercises in the water and nearly every hand went up when asked if they saw the bubbles. Nearly every child learned the fundamentals of swimming in the short space of time.

Birtle is 210 miles north-west of Winnipeg.

NINTH FLOOR

Men's and Boys' Furnishings—By D. Dee

Miss Joan Dawson has just returned from her holidays wearing a lovely diamond. The lucky man is Mr. Aubrey Nixon, Receiving Department. Congratulations!

M.O. Notions—By H. Price

Our deepest sympathy to Margaret MacRae and family in the loss of her mother.

Hosiery and Gloves—By M. Scott

Glad to report that Ena Cumming is back at work after her accident. We have heard that Joyce Webster is slowly improving and hope that she, too, will soon be feeling well enough to be back with us.

Mrs. Peggy Dickinson, from Los Angeles, California, was up to see us the other day. She is looking very well.

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PRINTING PLANT

By Margaret Torrance

Congratulations and well wishes of his co-workers were extended to Mr. A. Ferguson, Friday, July 29, on the occasion of his retirement. May he look forward to years of leisure and pleasure.

Mr. Hook, a former foreman of the Press Room, dropped in to say "hello" last week. Mr. Hook looks hale and hearty after many years of retirement. It was nice seeing him again.

A few more of our lassies have been transferred to the Mail Order. Misses K. Watters and I. Hancock to Copying Department, Mrs. J. Mielimak to Exchanges, Miss E. Schultz to Packing Department, Miss M. Adderley to Mailing List Department. To them we wish success and pleasant future days in their new departments.

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ALEXANDER AVENUE WAREHOUSE

Box and Bag Factory—By N. Gervais

We had a pleasant surprise when Margaret Diack came in with a sparkler on that all-important finger. The lucky fellow is Ken

Henderson, also of our department. Congratulations to both of you.

Mr. H. Clarke spent a very pleasant holiday overseas and is back to work with lots of enthusiasm.

Jim Cleaver is visiting several places overseas. He's been through France, Germany and was on his way to Austria when we last heard.

Mr. Leckie spent a pleasant 25-year holiday at the west coast.

HOLE-IN-ONE!

That well known retired Eatonian, Mr. A. D. MacDonell, dropped in to tell us (quite modestly, of course) that recently he was at Elmhurst golfing with Messrs. W. Thomson, J. McKeag and H. Einarson, when he made a hole in one at the 17th! Envy and congratulations, Mac!



And here's another bit of news and a picture all the way from Victoria, B.C., by retired Eatonian A. J. Barnes, who is here with Mrs. Barnes after a ten-and-a-half-year retirement from Adjusting Bureau. The Victoria Store held a picnic and here we see our Mr. Barnes (middle of front three) taking part in a brand-name quiz. The picnic was July 13 at Saanichton. Mr. Barnes is the father of Les Barnes in Men's Clothing Department here.



CONTACTS

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Editor: W. E. (Bill) GRAY

**DATE OF ISSUE—15th OF EACH
MONTH (or Nearest Day)**

**NEWS DEADLINE: END OF PREVIOUS
MONTH**

RECENT APPOINTMENTS

Winnipeg

Department W212—Drugs, Patent Medicines,
Surgical Supplies, Toiletries, Brushes,
Soaps, Cameras, Photo Studio;

Department W479—Soaps in Foodateria;

Department W1760—Drugs and Perfumes;

Department W1764—Photographic;

MR. H. GREEN, manager.

Departments W212 and W479 as above:

MR. W. J. McKERCHAR, department man-
ager.

Department W160—Stock Auditors:

MR. H. D. MACNAMARA, manager.

Basement Store Department W941 — Self-
Serve Garments and Furs:

MR. G. W. WALLACE, assistant.

Basement Store Departments W901, W926,
W928, W933, W937, W941 and respective
departments in Western Stores:

MR. J. DUNLOP, merchandise manager.

Saskatoon

General Office, Sales Audit and Shopping
Service:

MR. R. PYKE, department manager;

MR. D. MAHER, assistant.

Budget Plan, C.A. and D.A.:

MR. R. PYKE, department manager;

MR. J. C. BOYCE, assistant;

MR. G. A. SAUNDERS, signature.

Department S260—Radios, TV, Pianos, Musi-
cal Instruments, Records, Washers, Ironers,
Vacuums, Polishers, Electric Refrigerators,
Carpet Sweepers, Electric and Gas Ranges:

MR. J. E. BABINEAU, assistant.

Red Deer

MR. T. W. BENNETT, Store manager.

Lethbridge

Note the opening, on or about September
15, 1955, of a Bargain Basement Department
in the above Store.

Department L928 — All Hosiery, Gloves,
Scarves, Neck Wear, Infants' and Children's
Wear, Girls' Wear, Women's Lingerie and
House Dresses, Men's and Boys' Furnish-
ings, all Footwear, Misses' and Women's
Ready-to-Wear, Sports Wear and Millinery:

MR. J. GARRETT, department manager.

Twenty-Two

Calgary

Cashiers, Post Office and Shopping Service:

MR. J. A. GIBSON, department Manager;

MR. W. L. HUGHES, assistant.

Telephones:

Under the supervision of MR. D. J. MILLI-
GAN as at present.

Prince Albert

Department PNC260—Radios, Pianos, Musical
Instruments, Records, Sheet Music, Wash-
ers, Ironers, Electric Dryers, Vacuums, Pol-
ishers, Electric Refrigerators, Carpet
Sweepers, Electric Humidifiers, Farm Light-
ing Equipment and Gasoline Washers:

MR. R. ULSIFER, department manager.

Department PNC379 — Section 284 (Meats,
Fish, Poultry):

MR. A. E. Porter, assistant.

White Horse, Y.T., Order Office

MRS. M. CORTMAN, in charge.

LONG-SERVICE ANNIVERSARIES

August 15 - September 15

FORTY YEARS

Chas. L. Donnelly, Men's Hats and
Caps September 7

THIRTY-FIVE YEARS

Joe Mouard, City Dispatch September 13

TWENTY-FIVE YEARS

George E. Rae, Drugs August 18

Mrs. L. Gobell, China August 28

Miss E. D. Smith, Library September 5

J. W. Moss, Contract Accounts.. September 15

Retirements

(Continued from Page Fifteen)

HARRY BRIGGS

Another Eatonian with long service left for
retirement on June 30 when Harry Briggs re-
tired from the M.O. Packing Department. He
had served for almost 34 years. Best wishes
of all his former co-workers and other Eaton
friends go with him for his leisure years.

MRS. M. DOLZANSKI

Associated with the staff of Night Caretak-
ing over 13 years, Mrs. Dolzanski retired on
July 30.

The Eaton Employees' Charitable Fund . . .

from time to time makes donations to special causes, which we report. Recently we have heard of a Donation to the Fund under circumstances that give one new faith in gratitude and supreme devotion to a cause.

The story goes back 50 years—when in 1905 a British immigrant died before he could get started in this new country. Because he had nobody here to claim him, and because people who heard of the case wished to see him buried with respect, a collection was taken, and listed on this collection of something over \$70, was an

amount of \$26 by "Eaton employees."

For 50 years the sister of this gentleman put by little by little; this year she came to Winnipeg to repay the debt. To our Charitable Fund, to do further good, went the repayment in honour of those early Eatonians of whom we must all be proud. And to that faithful sister, who over thousands of weeks amassed this fund to her brother's memory, go all our admiration and sincere pride in her achievement.

(A very moving story of this sister's long journey and the fulfillment of her mission will be found in the "Winnipeg Tribune," Saturday, August 6.)

In Memoriam

There by His love o'er-shaded, sweetly my soul shall rest.

MISS ANNIE ROLLAND

Retired from the M.O. Children's Wear, Miss Annie Rolland passed away on Tuesday, July 5, at General Hospital, aged 62. She had served the Company for 27 years, mostly in the Shirt Factory, when she retired, and had continued to help out in Children's Wear when needed. Her friendly and helpful presence will be missed by her colleagues. To her surviving brother, all our sympathy.

ROBERT MALCOLM JACKSON

Mr. Jackson was an employee of over 30 years' Eaton service when he retired in 1952; and his career with the Garment Factory—later the Shirt Factory—had been a loyal and successful one. He was department manager of it some years before retiring. His passing was reported July 19. Genial, witty, quiet but good company, he was a man well liked by everybody who knew him, and will be missed greatly. To his widow, Kathleen; his mother and other surviving members of his family, deep sympathy in their loss. (Owing to personal illness and inability to correspond, Mrs. Jackson asks that we pass on for her sincere thanks for flowers and sympathy messages.)

NORMAN ENGLISH

At the early age of 48 years, Mr. English died July 21 in General Hospital. He had worked in the M.O. Packing since 1943. To the surviving relatives in his family, his Eaton colleagues offer their sincere sympathy in their bereavement.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Mother

Miss C. ChisholmLingerie
Mrs. Y. DesrosiersGrill Room
Mrs. E. WainWages Office
Mr. F. MorriceFreight Transport
Miss F. RossTelephones
Miss M. MacRaeM.O. Notions
Miss S. MacRaeCredit Accounts
Mr. A. MasiShoe Repairs
Mr. P. DysonFifth Floor Kitchen
Mr. J. WakefieldChildren's Wear

In the Loss of a Father

Mrs. J. KerrM.O. Cashiers
Mr. O. HansenFurniture
Mr. C. SeedM.O. Packing
Mr. A. D. PrimmittPlumbing, etc.

Mr. J. HaddowCustomers' Accounts
Miss N. AllisonNotions
Miss M. McLeodBasement 5c to \$3.00
Mr. G. LongCarpenters
Mr. J. HighlandsSporting Goods W.R.
Mr. T. CreranBasement 5c to \$3.00

In the Loss of a Son

Mr. W. WiesnerSporting Goods W.R.
Mr. R. McEachernM.O. Packing

In the Loss of a Sister

Mr. D. JohnstonBasement Staples

In the Loss of a Brother

Mrs. D. ByrneM.O. Men's Shoes
Mrs. I. SmithGeneral Office

When the Tourist is *You* . . .



You Know What You Appreciate!

Many of us, on our travels, have experienced the joys—and sometimes sorrows—of buying and “shopping around.” If one is definitely looking for certain articles . . . grand to find a store well stocked and a store service that makes buying quick and easy. If just shopping around for what the market offers, how nice to be treated considerately and given full information, have the goods well shown and talked over—and in general being impressed

that when buying, this is the store and these the goods to favour!

These are the touches that make for being “good neighbours”—whether to visitors from over the border or from far-away places in Canada or other countries. So let's remember to make all our visitors welcome to Canada—and to Eaton's; answer questions willingly; be understanding and helpful. Know and show the merchandise.

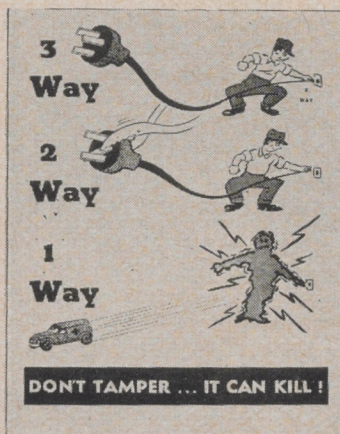
For Store Information, we have the Information Booth near the foot of the escalators, Hargrave Street side of the Main Floor.

For Travel Information, the Second Floor Information Bureau, next to Post Office; and for information re U. S. Customs and Shipping, Shopping Card Pay-in Office, Second Floor.

SAFETY . . .

As has been said before, “Safety is not accidental,” but the continuing result of continuous carefulness and careful supervision.

Carefulness — to be observed and exercised by EVERYBODY—BY ALL OF US! Careful supervision by a trained and conscientious committee—but needing the co-operation of every Eatonian!



Here we illustrate two kinds of accidents that can very easily happen — crushed or lacerated fingers or hands—by not observing proper handling methods or by neglecting to get the help one is entitled to in handling heavy or bulky items.

Inexperienced or careless “juggling” with electrical equipment—it's a universal temptation to “fix things up for the time being” and get on with the job—but such makeshift fixing, or the attempt to fix, can be dangerous to the fixer or somebody making later use of the outlet, machine, etc.



GET THINGS DONE RIGHT, BY THE RIGHT METHODS AND THE RIGHT PEOPLE!
DON'T TAKE CHANCES!